

## REMARKS

Reconsideration and allowance of the present patent application based on the foregoing amendments and following remarks are respectfully requested.

In the Office Action of April 28, 2005, the Examiner rejected claims 12-14 and 21-22, under 35 USC §101, as allegedly being directed to non-statutory subject matter; and rejected claims 1-3, 10-14, 21-22, and 36, under 35 USC §102(e), as allegedly being anticipated by Bell '606 (U.S. Patent No. 6,574,606).

By this Amendment, claims 1, 10, 12, 21 and 36 have been amended to provide a clearer presentation of the claimed subject matter. No new matter has been introduced. Accordingly, after entry of this Amendment, claims 1-3, 10-14, 21-22, and 36 will remain pending in the patent application.

Applicants respectfully traverse the prior art rejections, under 35 U.S.C. §101 and §102(e), for the following reasons:

### I. Rejections Under 35 U.S.C. §101.

The Examiner rejected claims 12-14 and 21-22, under 35 USC §101, as allegedly lacking technology to execute the method elements. As indicated above, independent claim 12 has been amended to positively recite that the compensation granting portal site receives a second URL of a web page via a URL rewriting unit. In addition, independent claim 13 has been amended to positively recite that the compensation granting portal site determines whether the web page can be granted the compensation based on identification information stored in a compensation-granting database.

As such, claims 12 and 14 now recite the technological structure required to perform these steps and, therefore, fall within the ambit of statutory subject matter. Accordingly, Applicants respectfully request the immediate withdrawal of the §101 rejections of claims 12-14 and 21-22.

II. Prior Art Rejections Under 35 U.S.C. §102(e).

As indicated above, amended claim 1 now positively recites that the compensation-granting portal site server is connected to a plurality of other servers through the Internet and includes a communication interface configured to grant communication access to a user via said first URL. Claim 1 also positively recites the use of a URL rewriting unit configured to receive a second URL of a web page of one of the other servers based on a request initiated by the user, to rewrite the second URL to be linked to the first URL, and to transmit the rewritten second URL to the user.

These features are amply supported by the embodiments disclosed in the Specification. For example, the Specification indicates that a user accesses the insurance-providing portal site server **10** to purchase merchandise. The insurance-providing portal site server **10** authenticates a user who first accesses the insurance-providing portal site server **10**. If the user is authenticated by the insurance-providing portal site server **10**, the user gets access to the member store web page **30**. The user inputs necessary data on a merchandise-purchase screen to purchase merchandise. Then, insurance is granted for purchasing the merchandise on the member store web page **30**. Thereafter, insurance payment can be made to the user when an accident or trouble occurs, such as merchandise purchased by the user is not sent to the user, or merchandise, which is different from the merchandise purchased by the user, is sent to the user, or the merchandise sent to the user is broken or damaged during shipping. (See, e.g., *Specification*, para. [0063]).

Unlike the present invention, there is nothing in the Bell '606 reference that teaches the combination of features recited in claim 1. In particular, the Bell '606 reference is specifically directed to a method for cross-marketing products and services to customers of specific merchant web sites on the Internet by a merchant loyalty service provider web site on the Internet. (See, e.g., Bell '606, col. 1, lines 46-50). As such, Bell '606 discloses a system in which the user accesses a merchant site **20** first and then is subsequently redirected to a loyalty web site **30**. (See, e.g., Bell '606, col. 3, lines 33-36). Thus, Bell '606 fails to teach or suggest a compensation-granting portal site server that grants communication access to a user via said first URL and then

employs a URL rewriting unit to receive a second URL of a web page of one of the other servers based on a request initiated by the user, to rewrite the second URL to be linked to the first URL, and to transmit the rewritten second URL to the user, as required by claim 1.

For at least these reason, Applicants submit that Bell '606 cannot anticipate claim 1 and, therefore, respectfully request the immediate withdrawal of the rejection of claim 1, under 35 U.S.C. §102(e). In addition, because independent claims 10, 12, 21 and 36 recite similar patentable features as noted with respect to claim 1, Bell '606 cannot anticipate claims 10, 12, 21 and 36 and the immediate withdrawal of the rejection of these claims, under 35 U.S.C. §102(e), is respectfully requested. Similarly, dependent claims 2-3, 11-14, and 22 are also not anticipated for the same reasons provided with respect to the independent claims from which they depend. Thus, the immediate withdrawal of the rejections of claims 2-3, 11-14, and 22, under 35 U.S.C. §102(e), is also requested.

### III. Prior Art Rejections Under 35 U.S.C. §102(e).

The rejections having been addressed, Applicants respectfully submit that the application is in condition for allowance, and a notice to that effect is earnestly solicited.

If any point remains in issue which the Examiner feels may be best resolved through a personal or telephone interview, please contact the undersigned at the telephone number listed below.

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Please charge any fees associated with the submission of this paper to Deposit Account Number **033975**, Order No. 007874-0280041. The Commissioner for Patents is also authorized to credit any over payments to the above-referenced Deposit Account.

Respectfully submitted,

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